



MARYLAND TOURISM COALITION PRESENTATION



Vision Statement

Maryland leads the way as one of America's most exciting, diverse and welcoming destinations - creating memories and experiences for visitors worldwide to enjoy.



Mission Statement

OTD stimulates and drives Maryland's *thriving tourism economy*, with a primary goal of creating a great place for all Marylanders to live, work and play.



Customer Spending 2019

- Visitors to Maryland spent nearly \$18.6 billion, an increase of 3 percent from 2018
 - Spending at accommodations rose 3.4 percent, which represents 19 percent of all visitor spending.
 - Overnight visitors comprise about 47 percent of all visitors but they represent 83 percent of all visitor spending by contributing \$15.5 billion.
 - Spending on food and beverage increased 5 percent, which represents 23.4 percent of all visitor spending.
- Visitor spending generated \$2.6 billion in state and local taxes
- Each household would need to pay an additional \$1,175 in taxes to replace the tax revenue received by state and local taxes from visitor spending.



Tourism is Vital to Marylanders

- Tourism supported more than 150,000 people in 2020, which is flat to employment in 2019 and earned \$6.6 billion in wages, an overall increase of 1.5 percent from 2019
- Tourism is the 11th largest private sector employer in Maryland.



FISCAL YEAR 2020 - Covid Impact

ADJUSTED SALES AND USE TAXES ATTRIBUTABLE TO TOURISM

Sales Tax Category	Factor	FY 2020 (\$)	FY 2019 (\$)	Percent Change
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	33%	\$133,209,700	\$144,031,553	-7.5%
111 Hotels, Motels Selling Food - W/BWL	100%	\$24,065,630	\$35,484,697	-32.2%
112 Restaurants and Nite Clubs - W/BWL	33%	\$79,228,946	\$95,400,832	-17.0%
306 General Merchandise	5%	\$19,704,579	\$18,331,538	7.5%
407 Automobile, Bus and Truck Rentals	90%	\$63,868,393	\$72,373,839	-11.8%
706 Airlines - Commercial	50%	\$148,557	\$154,479	-3.8%
901 Hotels, Motels, Apartments, Cottages	100%	\$104,008,178	\$128,609,786	-19.1%
925 Recreation and Amusement Places	50%	\$3,838,032	\$4,594,869	-16.5%
Adjusted Tourism Tax Categories Total		\$428,072,015	\$498,981,593	-14.2%

OPEN FOR TOURISM

- Moving toward opening
 - Provided interactive experiences on the web site to continue engagement
 - Reviewed on-going research with an eye to opening
 - Moved toward the Open platform from Open for IT.



OPEN FOR TOURISM

- Developed new assets
- Changed direction of travel guide anticipating reduced advertising support
- Continued to push inspirational messaging
- Prepared for opening with new advertising collateral



OPEN FOR TOURISM

- Fall advertising continued
- New promotion with the DMOs - Open for Road Trips
- Newest promotion with the industry - Open for the Holidays



VisitMaryland.org new site

ORDER A FREE DESTINATION MARYLAND MAGAZINE

Press Room Group

Maryland OFFICE OF TOURISM

Unique Experiences - History - Getaways - Eat & Drink - Things To Do - Regions & Cities - Plan Your Trip -

Open for Wanderers

If you thought Maryland was just battlefields and Old Bay, think again.

SEPTEMBER IS INTERNATIONAL UNDERGROUND RAILROAD MONTH

VIRTUAL MARYLAND FLEET WEEK & AIR SHOW BALTIMORE

THE GREAT CHESAPEAKE BAY L...

You made it! Thanks for stopping by. We're confident that you'll find all sorts of inspiring and useful things here. But sometimes it's tough to dig through it all. Are you more blue crabs by the bay or trails, rides, and hikes all day? Click that little button to get a sense of what we're all about and why we think you'll like us so much.

Start Here





Maryland

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Thank you
